

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A method for a retailer to facilitate issuance of a digital license from a licensor to a customer for a corresponding piece of digital content, the method comprising:

receiving, by the retailer from the customer, payment for the license, the payment to be shared with the licensor in a pre-determined manner;

obtaining, by the retailer from the customer, customer-based information;

composing, by the retailer, an actual license request including the obtained customer-based information, and including retailer-based information identifying the retailer to the licensor and acknowledging to the licensor that the retailer owes a portion of the received payment to the licensor; ~~and~~

forwarding, by the retailer to the licensor, the actual license request, and  
issuing the digital license to the customer;

wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license,

wherein obtaining the customer-based information comprises:

delivering, by the retailer to the customer, a dummy package having license acquisition information containing a site identifier for an interposing site controlled by the retailer, the dummy package absent any functional portion of the corresponding piece of digital content;

delivering, by the retailer to the customer, a controller that can control the DRM system of the customer, wherein such controller directs such DRM system to send a dummy license request ~~for a license for the dummy package, the dummy license request being directed~~ to the site identifier for the interposing site controlled by the retailer according to the license acquisition information in the dummy package; and

receiving, by the retailer at the interposing site from the customer, the dummy license request including customer-based information, and

wherein composing the actual license request comprises modifying, by the retailer, the dummy license request to add the retailer-based information.

2. (Original) The method of claim 1 wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license, the method comprising obtaining the customer-based information by a request directed to the DRM system of the customer.

3. (Original) The method of claim 2 comprising obtaining the customer-based information by delivering a controller to the customer that directs the DRM system of the customer to send the customer-based information to the retailer.

4. (Canceled)

5. (Previously Presented) The method of claim 1 wherein the dummy license request contains a content ID identifying the dummy package, the method comprising modifying the dummy license request to change the content ID to a content ID identifying an actual package having actual content corresponding to the to-be-issued license.

6. (Previously Presented) The method of claim 1 comprising receiving the dummy license request including customer information comprising a customer secret.

7. (Previously Presented) The method of claim 1 comprising delivering a controller that directs the DRM system to send a license request for the dummy package by commanding that the dummy package be played.

8. (Previously Presented) The method of claim 1 wherein delivering the controller comprises downloading such controller to the customer.

9. (Original) The method of claim 8 wherein delivering the controller comprises downloading such controller to the customer as part of a page such as an HTML web page.

10. (Cancelled)

11. (Previously Presented) The method of claim 1 comprising delivering, to the customer, a dummy package having no corresponding license, wherein the sending of the dummy license request results at least in part from the lack of a corresponding license.

12. (Original) The method of claim 1 comprising forwarding the actual license request to a license server.

13. (Original) The method of claim 1 comprising composing the actual license request to include retailer-based information comprising a retailer ID identifying the retailer.

14. (Original) The method of claim 1 comprising composing the actual license request to include retailer-based information comprising a secret that proves to the licensor that the retailer actually authorized issuance of a license by such licensor.

15. (Original) The method of claim 1 further comprising receiving, from the customer, a selection of the content.

16-22 (Canceled)

23. (Currently Amended) A computer having computer-executable instructions thereon for allowing a retailer to facilitate issuance of a digital license from a licensor to a customer for a corresponding piece of digital content, the instructions comprising modules including:

a first module receiving, by the retailer from the customer, payment for the license, the payment to be shared with the licensor in a pre-determined manner;

a second module obtaining, by the retailer from the customer, customer-based information;

a third module composing, by the retailer, an actual license request including the obtained customer-based information, and including retailer-based information identifying the retailer to the licensor and acknowledging to the licensor that the retailer owes a portion of the received payment to the licensor; and

a fourth module forwarding, by the retailer to the licensor, the actual license request, wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license, the second module obtaining the customer-based information comprising:

a first sub-module delivering, by the retailer to the customer, a dummy package having license acquisition information containing a site identifier for an interposing site controlled by the retailer, the dummy package absent any functional portion of the corresponding piece of digital content;

a second sub-module delivering, by the retailer to the customer, a controller that can control the DRM system of the customer, wherein such controller directs such DRM system to send a dummy license request ~~for a license for the dummy package, the dummy license request being directed~~ to the site identifier for the interposing site controlled by the retailer according to the license acquisition information in the dummy package; and

a third sub-module receiving, by the retailer at the interposing site from the customer, the dummy license request including customer-based information, and

the third module composing the actual license request by modifying, by the retailer, the dummy license request to add the retailer-based information.

24. (Original) The computer of claim 23 wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license, the second module obtaining the customer-based information by a request directed to the DRM system of the customer.

25. (Original) The computer of claim 24 wherein the second module obtains the customer-based information by delivering a controller to the customer that directs the DRM system of the customer to send the customer-based information to the retailer.

26. (Canceled)

27. (Previously Presented) The computer of claim 23 wherein the dummy license request contains a content ID identifying the dummy package, the third module modifying the dummy license request to change the content ID to a content ID identifying an actual package having actual content corresponding to the to-be-issued license.

28. (Previously Presented) The computer of claim 23 wherein the first module receives the dummy license request including customer information comprising a customer secret.

29. (Previously Presented) The computer of claim 23 wherein the second sub-module delivers a controller that directs the DRM system to send a license request for the dummy package by commanding that the dummy package be played.

30. (Previously Presented) The computer of claim 23 wherein the second sub-module delivers the controller by downloading such controller to the customer.

31. (Original) The computer of claim 30 wherein the second sub-module delivers the controller by downloading such controller to the customer as part of a page such as an HTML web page.

32. (Cancelled)

33. (Previously Presented) The computer of claim 23 wherein the second sub-module delivers, to the customer, a dummy package having no corresponding license, wherein the sending of the dummy license request results at least in part from the lack of a corresponding license.

34. (Original) The computer of claim 23 wherein the fourth module forwards the actual license request to a license server.

35. (Original) The computer of claim 23 wherein the third module composes the actual license request to include retailer-based information comprising a retailer ID identifying the retailer.

36. (Original) The computer of claim 23 wherein the third module composes the actual license request to include retailer-based information comprising a secret that proves to the licensor that the retailer actually authorized issuance of a license by such licensor.

37. (Original) The computer of claim 23 further comprising a fifth module receiving, from the customer, a selection of the content.

38-44 (Canceled)

45. (Currently Amended) A computer-readable medium having computer-executable instructions thereon for allowing a retailer to facilitate issuance of a digital license from a licensor to a customer for a corresponding piece of digital content, the instructions comprising modules including:

a first module for receiving, by the retailer from the customer, payment for the license, the payment to be shared with the licensor in a pre-determined manner;

a second module for obtaining, by the retailer from the customer, customer-based information;

a third module for composing, by the retailer, an actual license request including the obtained customer-based information, and including retailer-based information identifying the retailer to the licensor and acknowledging to the licensor that the retailer owes a portion of the received payment to the licensor; and

a fourth module for forwarding, by the retailer to the licensor, the actual license request by which the licensor issues the digital license to the customer,

wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license, the second module obtaining the customer-based information comprising:

a first sub-module for delivering, by the retailer to the customer, a dummy package having license acquisition information containing a site identifier for an interposing site controlled by the retailer, the dummy package absent any functional portion of the corresponding piece of digital content;

a second sub-module for delivering, by the retailer to the customer, a controller that can control the DRM system of the customer, wherein such controller directs such DRM system to send a dummy license request ~~for a license for the dummy package, the dummy license request being directed~~ to the site identifier for the interposing site controlled by the retailer according to the license acquisition information in the dummy package; and

a third sub-module for receiving, by the retailer at the interposing site from the customer, the dummy license request including customer-based information, and

the third module composing the actual license request by modifying, by the retailer, the dummy license request to add the retailer-based information.

46. (Original) The medium of claim 45 wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license, the second module obtaining the customer-based information by a request directed to the DRM system of the customer.

47. (Original) The medium of claim 46 wherein the second module obtains the customer-based information by delivering a controller to the customer that directs the DRM system of the customer to send the customer-based information to the retailer.

48 (Canceled)

49. (Previously Presented) The medium of claim 45 wherein the dummy license request contains a content ID identifying the dummy package, the third module modifying the dummy license request to change the content ID to a content ID identifying an actual package having actual content corresponding to the to-be-issued license.

50. (Previously Presented) The medium of claim 45 wherein the first module receives the dummy license request including customer information comprising a customer secret.

51. (Previously Presented) The medium of claim 45 wherein the second sub-module delivers a controller that directs the DRM system to send a license request for the dummy package by commanding that the dummy package be played.

52. (Previously Presented) The medium of claim 45 wherein the second sub-module delivers the controller by downloading such controller to the customer.

53. (Original) The medium of claim 52 wherein the second sub-module delivers the controller by downloading such controller to the customer as part of a page such as an HTML web page.

54. (Cancelled)

55. (Previously Presented) The medium of claim 45 wherein the second sub-module delivers, to the customer, a dummy package having no corresponding license, wherein the sending of the dummy license request results at least in part from the lack of a corresponding license.

56. (Original) The medium of claim 45 wherein the fourth module forwards the actual license request to a license server.

57. (Original) The medium of claim 45 wherein the third module composes the actual license request to include retailer-based information comprising a retailer ID identifying the retailer.



58. (Original) The medium of claim 45 wherein the third module composes the actual license request to include retailer-based information comprising a secret that proves to the licensor that the retailer actually authorized issuance of a license by such licensor.

59. (Original) The medium of claim 45 further comprising a fifth module for receiving, from the customer, a selection of the content.

60-66 (Canceled)